



APEXA Corp., provider of Canada's Life Insurance Advisor Compliance Solution to be led by New CEO

Toronto based APEXA Corp., appoints Tonya Blackmore as CEO to lead organization, set to release compliance solution in January, 2016.

Toronto, ON, June 5, 2015 – APEXA Corp., the Canadian life insurance advisor screening, contracting, and compliance service announced today that Tonya Blackmore, former Vice President, IT and Operations of Pacific Life Reinsurance, will head APEXA Corp. as CEO. Blackmore will focus on setting a long term strategy beyond initial implementation, continue to grow APEXA's service, and ensure the service continues to add to the industry as it continues to evolve.

Chris Murumets, Co-Founder of LOGiQ³ who previously assumed the mid-term role of CEO at APEXA will continue to stay involved in pertinent areas surrounding the contractual and regulatory areas as they pertain to the service offering.

Murumets comments, "Since 2012, I've been working very closely with the founding partners of APEXA to bring this compliance solution to life. As we near the stages of implementation, it is evident that APEXA requires a focused and highly executional leader. I've had the pleasure of meeting Tonya through several client engagements at LOGiQ³ and have been impressed by her experience, confidence, and capabilities. She is extremely well regarded in the life insurance arena, and we are honoured to have her join our family."

"It's a very exciting time to join as we approach the final stretch to implementation. APEXA is the perfect example of a collaboration between business and industry, that will transform contracting and compliance for the Canadian Life Insurance Industry. It is a privilege to be part of this innovative team" Blackmore states.

Tonya has worked in the Life Insurance and Life Reinsurance industry for the past 15 years, starting her career with an MGA office in her home province of Nova Scotia. This was followed by various leadership roles with Maritime Life and Manulife in the areas of client services, policy changes, disbursements, claims and title changes. In 2006, Tonya joined the Manulife Reinsurance division as Director, Customer Management and subsequently was promoted to AVP, Operations for Life Reinsurance. In this capacity she was responsible for the strategic oversight of Operations including process efficiency, risk management, project leadership and staff performance and engagement.

After being acquired by Pacific Life Reinsurance in 2011, Tonya was promoted to Vice President, IT and Operations where her role was expanded to include oversight for application development, infrastructure and IT Projects. She was also charged with leading the integration effort which included facilities design and relocation, integrating financial and accounting processes and completing the IT migration from Manulife to Pacific Life. Tonya is an experienced project leader with a reputation for delivering complex projects on time and with minimal interruption to the business.

Throughout her career Tonya has taken an active role in the industry by participating in committees and presenting at industry forums in the areas of Education, Leadership, Organizational Change and Project Management.

Tonya holds a Bachelor of Commerce Degree from Dalhousie University and an MBA from Laurier.

To learn more about APEXA or schedule your implementation, please visit <http://www.APEXA.ca> or contact info@APEXA.ca.

Notes for Media and Editorial Departments
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About APEXA:

APEXA, is an industry led solution with the goal of bringing higher standardization, clarity, timeliness, and efficiency to contracting and compliance for all industry stakeholders. It will provide each province and territory the platform to share licensing and enforcement where it matters most - as part of a systematic industry approved national web-based solution. To learn more, visit <http://www.apexa.ca> or follow us on Twitter www.twitter.com/apexa_corp.